IN THE CLAIMS

1-21. (Canceled)

22. (Currently amended) A processor-implemented method of rearranging a plurality of menu items within a menu structure of a user interface, the method comprising the steps of:

collecting data about respective selection rates of the menu items within a current menu structure;

calculating a new menu structure based on the collected data about the respective selection rates of the menu items within the current menu structure; and

replacing the current menu structure with the new menu structure;

wherein user approval of menu alteration is obtained via the user interface prior to completion of the replacing step;

wherein the method further comprises the step of concurrently displaying the entire new menu structure to the user prior to completion of the replacing step; and

wherein the user approval comprises user approval of the new menu structure as displayed;

wherein the menu items are arranged within a plurality of functional groupings within each of the current menu structure and the new menu structure;

wherein a first one of the plurality of functional groupings is a submenu displayed responsive to a selection of at least one menu item within a second one of the plurality of functional groupings; and

wherein at least one menu item is within the first one of the plurality of functional groupings in the current menu structure and is within the second one of the plurality of functional groupings in the new menu structure.

23. (Previously presented) The method of claim 22 wherein the user approval is obtained prior to completion of the collecting step.

24. (Previously presented) The method of claim 22 wherein the user approval is obtained prior to completion of the calculating step.

25. (Canceled)

26. (Previously presented) The method of claim 22 wherein the user approval comprises the selection of a specified menu item.

27-31. (Canceled)

32. (Currently amended) The method of claim [[29]] 42, wherein the threshold is predefined.

33. (Currently amended) The method of claim [[29]] 42, wherein the threshold is selected by the user.

34. (Currently amended) An electronic device for rearranging a plurality of menu items within a menu structure of a user interface, the electronic device comprising:

        a memory; and

        at least one processor coupled to the memory;

        wherein the electronic device is operative:

        to collect data about respective selection rates of the menu items within a current menu structure;

        to calculate a new menu structure based on the collected data about the respective selection rates of the menu items within the current menu structure; and

        to replace the current menu structure with the new menu structure;

        wherein user approval of menu alteration is obtained via the user interface prior to completion of the replace operation;

        wherein the electronic device is further operative to concurrently display the entire new menu structure to the user prior to completion of the replace operation; and

        wherein the user approval comprises user approval of the new menu structure as displayed;

        wherein the menu items are arranged within a plurality of functional groupings within each of the current menu structure and the new menu structure;

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wherein a first one of the plurality of functional groupings is a submenu displayed responsive to a selection of at least one menu item within a second one of the plurality of functional groupings; and

wherein at least one menu item is within the first one of the plurality of functional groupings in the current menu structure and is within the second one of the plurality of functional groupings in the new menu structure.

35. (Previously presented) The electronic device of claim 34 wherein the user approval is obtained prior to completion of the collect operation.

36. (Previously presented) The electronic device of claim 34 wherein the user approval is obtained prior to completion of the calculate operation.

37. (Canceled)

38. (Currently amended) An article of manufacture for rearranging a plurality of menu items within a menu structure of a user interface, comprising a machine readable storage medium containing one or more programs which when executed by at least one processor implement the steps of:

collecting data about respective selection rates of the menu items within a current menu structure;

calculating a new menu structure based on the collected data about the respective selection rates of the menu items within the current menu structure; and

replacing the current menu structure with the new menu structure;

wherein user approval of menu alteration is obtained via the user interface prior to completion of the replacing step;

wherein the one or more programs when executed further implement the step of concurrently displaying the entire new menu structure to the user prior to completion of the replacing step; and

wherein the user approval comprises user approval of the new menu structure as displayed;

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wherein the menu items are arranged within a plurality of functional groupings within each of the current menu structure and the new menu structure;

wherein a first one of the plurality of functional groupings is a submenu displayed responsive to a selection of at least one menu item within a second one of the plurality of functional groupings; and

wherein at least one menu item is within the first one of the plurality of functional groupings in the current menu structure and is within the second one of the plurality of functional groupings in the new menu structure.

39. (Previously presented) The article of claim 38 wherein the user approval is obtained prior to completion of the collecting step.

40. (Previously presented) The article of claim 38 wherein the user approval is obtained prior to completion of the calculating step.

41. (Canceled)

42. (Previously presented) The method of claim 22, wherein the calculating step further comprises the step of calculating a difference between the new menu structure and the current menu structure;

wherein the difference is a number of menu items in the new menu structure that have no corresponding match in the current menu structure; and

wherein the displaying step is executed only if the calculated difference exceeds a threshold, the threshold being a number of menu items greater than or equal to two.

43. (Canceled)

44. (Currently amended) The electronic device of claim 34, wherein the ~~calculating step~~ calculate operation further comprises the ~~step~~ operation of calculating a difference between the new menu structure and the current menu structure;

wherein the difference is a number of menu items in the new menu structure that have no corresponding match in the current menu structure; and

wherein the ~~displaying step~~ <u>display operation</u> is executed only if the calculated difference exceeds a threshold, the threshold being a number of menu items greater than or equal to two.

45. (Previously presented) The article of claim 38, wherein the calculating step further comprises the step of calculating a difference between the new menu structure and the current menu structure;

wherein the difference is a number of menu items in the new menu structure that have no corresponding match in the current menu structure; and

wherein the displaying step is executed only if the calculated difference exceeds a threshold, the threshold being a number of menu items greater than or equal to two.

46. (New) The device of claim 44, wherein the threshold is predefined.

47. (New) The device of claim 44, wherein the threshold is selected by the user.

48. (New) The article of claim 45, wherein the threshold is predefined.

49. (New) The article of claim 45, wherein the threshold is selected by the user.